

PROMOTIONAL COMMUNICATIONS I & II

OVERVIEW: TSA participants in the Promotional Communications event are to prepare two video products which promote TSA, emphasizing **Idaho TSA's State Conference theme for 2006, "TSA - A Pathway to Tomorrow"**.

I. CONTEST PURPOSE

The purpose of the Promotional Communications event is to provide a means to demonstrate student's ability to communicate ideas through the video medium.

II. ELIGIBILITY FOR ENTRY

- A. Must be current TSA state and national member and registered State Conference participant.
- B. This event is an individual or team event. Entries are limited to two (2) teams per Chapter, maximum of four students per team, not to exceed 8 members per chapter.
- C. All entries must be submitted to the Conference Coordinator, postmarked by February 1st, the do-ahead/conference registration deadline.

III. LIMITATIONS

- A. Each entry must include a 30-second TSA public service announcement (PSA), and a 3 to 5 minute TSA promotional video. Time will start immediately when the first image or sound is made, and continue until all sounds and/or images are completed.
- B. The PSA must be 30 seconds in length (plus or minus 2 seconds). For each 2 second interval over or under 30 seconds, 5 points will be deducted. The 3 to 5 minute portion must be a minimum of 3 minutes and a maximum of 5 minutes. There will be a five point deduction for going over or under the time limit.

IV. SPECIFIC REGULATIONS

- A. A written explanation (not to exceed three double-spaced typewritten pages), must be included with the entry and should include planning, setup, production, and post-production work. If copyrighted material is used, proper written permission or credit must be documented.
- B. A storyboard and script must accompany both the PSA and promotional video.
- C. Entry should be received on either DVD, CD, or Video tape. The video tape size must be ½" VHS format. Participant will provide adapter, if needed.
- D. All entries will become the property of Idaho TSA.
- E. The topic for the Promotional Communications event will deal with promoting TSA at the local, state, or national levels, emphasizing **Idaho TSA's State Conference theme for 2006, "TSA - A Pathway to Tomorrow"**.
- F. The 30-second PSA should be at the beginning of the production, followed by an approximate 5-10 second break, and then the 3-5 minute promotional video.

V. PROCEDURES

- A. Registration - event participants must register for the event in accordance with procedures established for each conference.
- B. Participants must submit their entry to the Conference Coordinator, postmarked by February 1st, the do-ahead/conference registration deadline.

VI. REQUIRED MATERIALS AND SUPPLIES

- A. Event Coordinator.
- B. Event Judges - three or more per level.
- C. Two personnel assigned to check in and receive entries.
- D. Person assigned for security.
- E. Display tables for tapes (at least four 2' X 8' tables are required).
- F. Proper media players.
- G. Official Rating Forms.
- H. Any image that is not in good taste or appears to be offensive to the general public will be disqualified.

VII. CRITERIA FOR JUDGING

- A. Ratings will be based upon the following:
 - 1. Explanation of Production Process 4 points
 - 2. Public Service Announcement 28 points
 - Quality of Message 10 points
 - Quality of Organization 5 points
 - Story board and Script 4 points
 - Audio Quality 3 points
 - Technical Quality 3 points
 - Visual Quality 3 points

Deduction - Five points over or under the time limits for each two seconds
Subtotal..... Possible 32 points

- 3. Promotional Video 68 points
 - Quality of Message 20 points
 - Quality of Organization 15 points
 - Storyboard and Script 12 points
 - Audio Quality 7 points
 - Technical Quality 7 points
 - Visual Quality 7 points

Deduction - Five points for each two seconds over or under the time limits

Total..... 100 points maximum
Rules Violation..... Minus 20 points